

Brand Guideline

November 2024



ESQUIMALT

THE PLACE TO BE

FULL LOGOTYPE

Full Brand

Symbol



ESQUIMALT

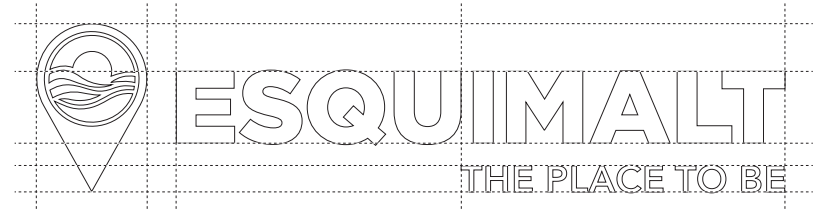
THE PLACE TO BE

Tagline

LOGO VERSIONS



LOGO CONSTRUCTION GRID



CLEAR SPACE REQUIREMENTS



LOGO MINIMUM SIZE _____

Large Version



Width= 80 mm

Standard Version



Width= 30 mm

Small Version



Width= 25 mm

COLOUR _____

Vibrant, bright, energetic colours create a visual identity that is both memorable and eye-catching.



C40 M90 Y25 K0
HEX #a5407d



C0 M55 Y100 K0
HEX #f68b1f



C60 M20 Y100 K0
HEX #79a342



C75 M5 Y35 K0
HEX #0ab1b1



C100 M100 Y35 K35
HEX #201c50



C90 M5 Y0 K0
HEX #00abea

FONT FAMILY _____

FONT

GothamBlack - Regular

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@%^&()

FONT

Avenir Next- Demi Bold

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@%^&()

SYMBOL _____



LOGO APPLICATION _____





Thank you for taking the time to familiarize yourself with the Esquimalt brand. These guidelines cover all the basics you need to know about applying our positioning, identity and visual platform.

Special attention should be paid to the use of the logo in colour. Printing with the highest possible reproduction methods and using the best possible materials will ensure the highest quality image of the brand.

We recommend sustainable and eco-friendly printing practices when printing any Esquimalt brand materials.

DESIGN BY  **KIMBODESIGN**[®]

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